



**KCRA**  
**3 Television Circle**  
**Sacramento, CA 95814**  
**Main: (916)446-3333**  
**Billing: (916)325-3266**

www.kcra.com

Billing Address:

**Sadler Strategic Media**  
**Attention: Accounts Payable**  
**12103 Viewcrest Rd**  
**Studio City, CA 91604**

Send Payment To:

**KCRA**  
**PO Box 26861**  
**Lehigh Valley, PA 18002-6861**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952949-1	10/07/12	October 2012	10/01/12 - 10/07/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Kathi Thornton	Eagle-Los Angeles	National

Advertiser	Product	Estimate Number
Yes on 30	YES ON 30	1372

Flight Dates	Order #	Alt Order #
10/03/12 - 10/07/12	952949	07903617

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	133	255

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/03/12	10/05/12	KCRA-TV News at 5am	5:00am-5:57am	MTWTF--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --WTF-- 3 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA W 10/03/12 5:28 AM KCRA-TV News at 5am 5:00am-5:57am :30 30TV30101 \$2,000.00 NM 1 KCRA Th 10/04/12 5:43 AM KCRA-TV News at 5am 5:00am-5:57am :30 30TV30202H \$2,000.00 NM 2 KCRA F 10/05/12 5:09 AM KCRA-TV News at 5am 5:00am-5:57am :30 30TV30102H \$2,000.00 NM									
2	10/03/12	10/05/12	KCRA-TV News at 6am	5:58am-7:00am	MTWTF--	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --WTF-- 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA W 10/03/12 6:22 AM KCRA-TV News at 6am 5:58am-7:00am :30 30TV30201 \$3,000.00 NM 1 KCRA Th 10/04/12 6:52 AM KCRA-TV News at 6am 5:58am-7:00am :30 30TV30102H \$3,000.00 NM 2 KCRA F 10/05/12 6:42 AM KCRA-TV News at 6am 5:58am-7:00am :30 30TV30202H \$3,000.00 NM									
3	10/03/12	10/05/12	KCRA News at 430am	430-5am	MTWTF--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --WTF-- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA W 10/03/12 4:58 AM KCRA News at 430am 430-5am :30 30TV30201 \$600.00 NM 1 KCRA Th 10/04/12 4:41 AM KCRA News at 430am 430-5am :30 30TV30102H \$600.00 NM 2 KCRA F 10/05/12 4:41 AM KCRA News at 430am 430-5am :30 30TV30202H \$600.00 NM									
4	10/03/12	10/05/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --WTF-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 10/03/12 12:59 PM KCRA-TV News at Noon 11:58am-1:00pm :30 30TV30201 \$1,500.00 NM 2 KCRA Th 10/04/12 12:14 PM KCRA-TV News at Noon 11:58am-1:00pm :30 30TV30102H \$1,500.00 NM 3 KCRA F 10/05/12 12:29 PM KCRA-TV News at Noon 11:58am-1:00pm :30 30TV30102H \$1,500.00 NM									
5	10/03/12	10/05/12	KATIE EF	2:00 pm to 4:00 pm	MTWTF--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --WTF-- 3 \$1,500.00									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



Send Payment To:

**KCRA**  
**PO Box 26861**  
**Lehigh Valley, PA 18002-6861**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952949-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
Yes on 30	YES ON 30	1372	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																														
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10	10/06/12	10/06/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	1	\$1,500.00	NM																																																																														
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1	KCRA	Sa	10/06/12	8:55 AM	KCRA-TV News at 7a	7:00am-9:00am	:30	30TV30102H	\$1,500.00	NM																																																																													
11	10/07/12	10/07/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	1	\$1,300.00	NM																																																																														
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>-----S</td><td>1</td><td>\$1,300.00</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	-----S	1	\$1,300.00																																																																		
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																																		
	10/01/12	10/07/12	-----S	1	\$1,300.00																																																																																		

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Send Payment To:

**KCRA**  
**PO Box 26861**  
**Lehigh Valley, PA 18002-6861**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952949-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
Yes on 30	YES ON 30	1372	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/07/12	10/07/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	1	\$1,300.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 10/07/12 8:24 AM KCRA-TV News at 7am News at 7:00am :30 30TV30102H \$1,300.00 NM									
12	10/03/12	10/05/12	M-F 9am-10am	9:00am-10:00am	--WTF--	:30	2	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --WTF-- 2 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA W 10/03/12 9:46 AM M-F 9am-10am 9:00am-10:00am :30 30TV30101 \$1,500.00 NM 1 KCRA Th 10/04/12 9:42 AM M-F 9am-10am 9:00am-10:00am :30 30TV30202H \$1,500.00 NM									
13	10/03/12	10/05/12	Days of Our Lives	1:01pm-2pm	--WTF--	:30	2	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --WTF-- 2 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 10/03/12 1:59 PM Days of Our Lives 1:01pm-2pm :30 30TV30101 \$2,000.00 NM 2 KCRA Th 10/04/12 2:00 PM Days of Our Lives 1:01pm-2pm :30 30TV30202H \$2,000.00 NM									
14	10/03/12	10/05/12	ACESS HOLLYWOOD A(7:01pm-7:30pm/7:3		--WTF--	:30	2	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --WTF-- 2 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA Th 10/04/12 7:29 PM ACESS HOLLYWOOD AC 7:01pm-7:30pm/7:3 :30 30TV30102H \$4,000.00 NM 1 KCRA F 10/05/12 7:24 PM ACESS HOLLYWOOD AC 7:01pm-7:30pm/7:3 :30 30TV30202H \$4,000.00 NM									
15	10/03/12	10/03/12	PRESIDENTIAL DEBATE6p-11p		--W----	:30	1	\$6,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --W---- 1 \$6,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 10/03/12 PRESIDENTIAL DEBATE 6p-11p :00 <del>\$6,000.00</del> NM Credited REV PER V. 15, 1X CREDIT LINE 15. MG ON #7903618									
16	10/04/12	10/04/12	ROCK CENTER	10:01pm-11pm	---T---	:30	1	\$10,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ---T--- 1 \$10,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 10/04/12 10:37 PM ROCK CENTER 10:01pm-11pm :30 30TV30202H \$10,000.00 NM									
17	10/05/12	10/05/12	GRIMM	9:01pm-10pm	----F--	:30	1	\$10,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ----F-- 1 \$10,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA F 10/05/12 9:17 PM GRIMM 9:01pm-10pm :30 30TV30102H \$10,000.00 NM									
18	10/05/12	10/05/12	DATELINE	10:01pm-11pm	----F--	:30	1	\$9,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ----F-- 1 \$9,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA F 10/05/12 10:30 PM DATELINE 10:01pm-11pm :30 30TV30202H \$9,000.00 NM									
19	10/03/12	10/05/12	NBC Tonight Show	11:36pm-12:35am	--WTF--	:30	2	\$3,000.00	NM

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# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952949-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
Yes on 30	YES ON 30	1372	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	10/03/12	10/05/12	NBC Tonight Show	11:36pm-12:35am	--WTF--	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --WTF-- 2 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA W 10/03/12 12:10 AM NBC Tonight Show 11:36pm-12:35am :30 30TV30101 \$3,000.00 NM 1 KCRA F 10/05/12 12:07 AM NBC Tonight Show 11:36pm-12:35am :30 30TV30202H \$3,000.00 NM									
20	10/07/12	10/07/12	NEWS AFTER NFL	Primetime	-----S	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 10/07/12 9:49 PM NEWS AFTER NFL Primetime :30 30TV30202H \$3,500.00 NM									
21	10/07/12	10/07/12	DATELINE	10:01pm-11pm	-----S	:30	1	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 10/07/12 10:40 PM DATELINE 10:01pm-11pm :30 30TV30102H \$6,000.00 NM									
22	10/06/12	10/06/12	NBC Saturday Night Live	11:31pm-1:05am	-----S-	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 10/06/12 12:49 AM NBC Saturday Night Live 11:31pm-1:05am :30 30TV30202H \$4,000.00 NM									
<b>Total Spots</b>							<b>43</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$134,100.00</b>
<u>Agency Commission</u>	<b>\$20,115.00</b>
<u>Net Amount Due</u>	<b>\$113,985.00</b>